



Memorandum

TO: HONORABLE MAYOR AND
AND CITY COUNCIL

FROM: Joseph Horwedel

SUBJECT: SEE BELOW

DATE: May 21, 2012

Approved

Date

5/25/12

SUBJECT: AN ORDINANCE AMENDING TITLE 23 OF THE SAN JOSE MUNICIPAL CODE (THE SIGN CODE) AS FOLLOWS:

- a) **TO AMEND CHAPTER 23.02 TO:**
 - 1) **ADD A NEW SECTION 23.02.053 TO DEFINE ASSEMBLY SPACES and SECTION 23.02.238 TO DEFINE PUBLIC GARAGE,**
 - 2) **AMEND SECTION 23.02.905 TO MODIFY OPERATIONAL REGULATIONS PERTAINING TO PROGRAMMABLE ELECTRONIC SIGNS,**
 - 3) **AMEND SECTION 23.02.1090 TO EXPAND THE ABILITY TO RELOCATE HISTORIC SIGNS,**
 - 4) **AMEND SECTION 23.04.020 TO ADD REGULATIONS APPLICABLE TO SIGNAGE AT ASSEMBLY SPACES, MODIFY REGULATIONS PERTAINING TO PROGRAMMABLE ELECTRONIC SIGNS, ADD REGULATIONS PERTAINING TO VERTICAL PROJECTING SIGNS AND PUBLIC PARKING GARAGE SIGNS, AND REMOVE PROVISIONS RELATED TO THE JULIAN-STOCKTON REDEVELOPMENT AREA;**

- b) **TO AMEND CHAPTER 23.04 TO: ADD REGULATIONS FOR SIGNAGE AT ASSEMBLY SPACES AND PROGRAMMABLE ELECTRONIC SIGNS,**
 - 1) **AMEND SECTION 23.04.100 TO MODIFY THE DEFINITION OF THE "DOWNTOWN SIGN ZONE,"**
 - 2) **AMEND SECTIONS 23.04.110 AND 23.04.120 TO PROVIDE FOR REGULATIONS APPLICABLE TO SIGNAGE AT ASSEMBLY SPACES AND MODIFY REGULATIONS APPLICABLE TO SIGNS NEAR FREEWAYS AND PROGRAMMABLE ELECTRONIC SIGNS,**
 - 3) **AMEND SECTION 23.04.156 TO PROVIDE FOR REGULATIONS APPLICABLE TO SIGNAGE AT ASSEMBLY SPACES AND ARCADE SIGNS,**
 - 4) **AMEND SECTION 23.04.320 TO PROVIDE FOR SKYLINE SIGNS ON RESIDENTIAL PARCELS,**

- 5) **AMEND SECTION 23.04.330 TO PROVIDE REGULATIONS FOR PROGRAMMABLE ELECTRONIC SIGNS AND SOME ADDITIONAL SIGNAGE ON LARGE PARCELS WITH NONRESIDENTIAL USES IN RESIDENTIAL ZONES,**
- 6) **AND TO MAKE OTHER NONSUBSTANTIVE, MINISTERIAL, TECHNICAL, OR TYPOGRAPHICAL CHANGES TO SAID CHAPTERS 23.02 AND 23.04 OF TITLE 23 OF THE SAN JOSE MUNICIPAL CODE.**

RECOMMENDATION

Staff recommends that the City Council approve an ordinance amending Title 23 (the Sign Ordinance) of the San José Municipal Code to modify the boundary of the Downtown Sign Zone to be coterminous with the Envision General Plan Downtown Growth Area and to modify specific provisions pertaining to allowable signage within the Downtown and other Districts of the City, including: Programmable Electronic Signs; Skyline Signs on mixed-use buildings; non-illuminated Skyline Signs near Riparian Corridors, Attached Signs adjacent to freeways; Vertical Projecting Signs; Public Parking Facility Signs, Historic Signs; Arcade Signs; and Signs for Non-residential uses in Residential Districts.

OUTCOME

With approval of this ordinance, the City Council would adopt specific sign regulations implementing prior Council direction regarding the Preferred Strategy for the Sign Code Update. These regulations would further the purposes of the City's sign regulations by encouraging attractive signage, facilitating traffic safety, promoting commerce and achieving an aesthetically pleasing environment.

BACKGROUND

The City Council previously considered staff recommendations and gave direction regarding the Preferred Strategy for the Sign Code Update on January 12, February 2, March 2, March 23, and May 4, 2010. The Council's Preferred Strategy is summarized in Attachment A. The proposed amendment, as discussed in this report, comprises the third round of Sign Code revisions implementing the Preferred Strategy.

Two previous Sign Code amendments, implementing the Preferred Strategy, were approved by the City Council on June 15, 2010, and Dec 13, 2011. Staff Reports prepared for previous Sign Code amendments are available online at <http://www.sanjoseca.gov/planning/zoning/sign.asp>.

May 21, 2012

Subject: Proposed Amendment of the Sign Ordinance

Page 3

The first phase of Sign Code amendments approved by the City Council on June 15, 2010, included revisions to the Sign Code regulations for the following:

- Freeway Signs for large shopping centers.
- Programmable Electronic Signs
- Attached signs facing freeways.
- Architectural Sign Clusters for large sites.
- Fin Signs, Vertical Projecting Signs, and Arcade Signs in the Downtown Sign Zone.

The second phase of Sign code amendments, approved by the City Council on December 13, 2011, included revisions to the Sign Code regulations for the:

- Programmable Electronic Signs (Pilot Program)
- Skyline and Roof Signs
- Fin Signs
- Freeway Signs

ANALYSIS

Most provisions within the Sign Code are organized according to general land use categories with separate sections for the Downtown, industrial and commercial districts, and residential districts. The proposed Sign Code amendments include some modifications specific to the Downtown and some applicable more generally throughout the City. The proposed Sign Code amendments address the following objectives for the Downtown Sign Zone:

- 1) Revise the boundary of the Downtown Sign Zone to be coterminous with the Downtown Core Area
- 2) Allow additional Programmable Electronic Signs on the ground floor of commercial buildings
- 3) Increase the allowable height of flat-mounted signs on buildings adjacent to freeways

Additional proposed Sign Code amendments address the following objectives for various zones Citywide, in some cases including the Downtown Sign Zone:

- 4) Allow Programmable Electronic Signs for large Assembly Spaces
- 5) Allow Skyline Signs for Residential and Mixed-Use Buildings
- 6) Allow Arcade Signs in the Urban Mixed Use Sign Zone
- 7) Allow Vertical Projecting Signs in the Commercial and Industrial Zoning Districts on buildings 50 feet or more in height
- 8) Add and modify signage provisions for public parking garages
- 9) Allow additional signage for non residential uses in Residential Zoning Districts
- 10) Allow non-illuminated Skyline signs on buildings within 1,000 feet of a creek or river
- 11) Revise the General Regulations to facilitate the relocation of Historic Signs
- 12) Make other related nonsubstantive, clerical or technical modifications

The following analysis addresses how each of these objectives are addressed in the proposed Sign Code amendments by topic area.

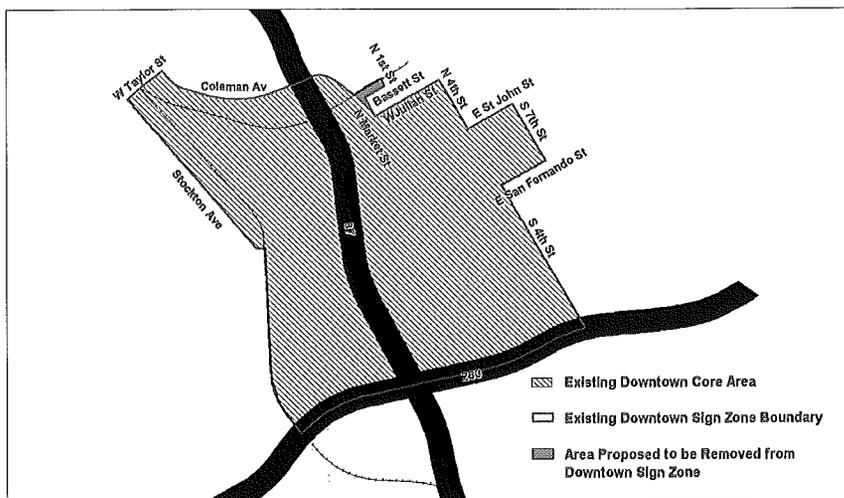
Proposed Amendments to the Downtown Sign Zone

1) Downtown Sign Zone Boundary

The current Sign Ordinance defines the Downtown Sign Zone as including the Downtown Core Area and portions of the Civic Center and Julian Stockton Redevelopment Areas.

A minor modification to the boundaries of the Downtown Sign Zone is proposed in order to align with the boundaries of the Downtown Growth Area as defined in the Planned Growth Areas Diagram of the recently-adopted Envision San José 2040 General Plan. This would expand the Downtown Zone by absorbing portions of the Julian Stockton Sign Zone to the Downtown, while also removing a small residential area on the north side of Bassett Street (see Figure 1).

Figure 1: Proposed Downtown Sign Zone Boundary



The current Sign Ordinance includes specific regulations for Skyline Signs in the Julian Stockton Redevelopment Area that is outside the existing Downtown Sign Zone. Incorporating this area into the Downtown will establish consistent regulations for all areas of the Downtown as now defined by the City's General Plan. One change thus included within the proposed amendment is the elimination of the restriction currently disallowing illuminated skyline or roof signs within 1,000 feet of a public park or waterway in this specific sub-area of the Downtown. This prohibition was previously included within the Sign Code for aesthetic reasons and is independent of environmental concerns addressed through the City's Riparian Corridor Policy. Given the urban character of the Downtown, lack of prohibition of other light sources, and high levels of existing ambient light in the Downtown area, removing this prohibition will not result in a significant effect upon the environmental quality of the waterways.

2) Programmable Electronic Signs for Large Ground-floor Spaces

In order to increase the vibrancy of downtown signage, the proposed ordinance revises the regulations to allow the use of Programmable Electronic Signs on the ground floor of commercial buildings as a component of the building's allowed flat-mounted signage. Specifically, the proposed amendment reduces the length of commercial frontage needed to allow a Programmable Electronic Signs from 150 to 100 feet and adds an allowance for one attached Programmable Electronic Sign for any ground floor occupancy with a total cumulative frontage of at least 150 feet on two streets. For this type of Programmable Electronic Sign, the allowable area of the digital sign component is proposed to be up to 75% of the total area of the sign, up to a maximum of 35 square feet.

3) Flat-Mounted Signs near Freeways

To improve the visibility of signs from freeways when possible, an amendment to the the Sign Ordinance is proposed to increase the allowable height of a flat mounted sign from 30 feet to 60 feet on a building located within 200 feet of a freeway in the Downtown Sign Zone. As with all signage provided for within the City's Sign Code, such signage would be limited to advertising of businesses located on site or the provision of non-commercial information.

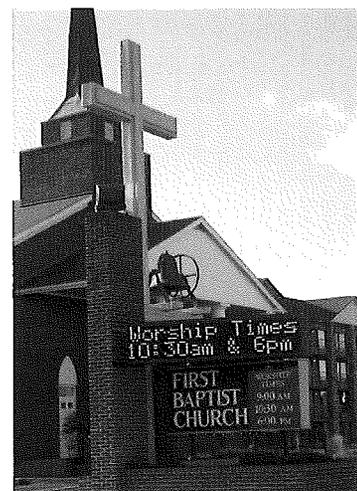


Proposed Citywide Sign Code Amendments

4) Programmable Electronic Signs for Assembly Uses

The proposed amendment would allow use of Programmable Electronic Signs (PES) by assembly uses with a capacity of at least 500 persons, such as schools, churches, convention centers and other large gathering places, to provide changeable information regarding upcoming events and activities. Large assembly spaces, that can accommodate 15,000 persons or more, would be granted an additional PES.

The proposed ordinance (as summarized below in Table 1) addresses Programmable Electronic Signs for Assembly Spaces in four geographic areas (the Downtown Sign Zone, the Commercial and Industrial Zoning Districts citywide, the Urban Mixed Use Sign Zone and the Residential Zoning Districts citywide) and provides regulations appropriate to the type and intensity of development in each area. Consistent with allowances within the Sign Code for other types of PES signs, and pursuant to prior Council direction, the proposed ordinance would allow 75% of the allowable signage to be used for the PES area.



HONORABLE MAYOR AND CITY COUNCIL

May 21, 2012

Subject: Proposed Amendment of the Sign Ordinance

Page 6



The proposed amendment would allow assembly spaces to have signage pertaining to on-site tenants and activities and noncommercial messages, but would not allow off-site commercial messages.

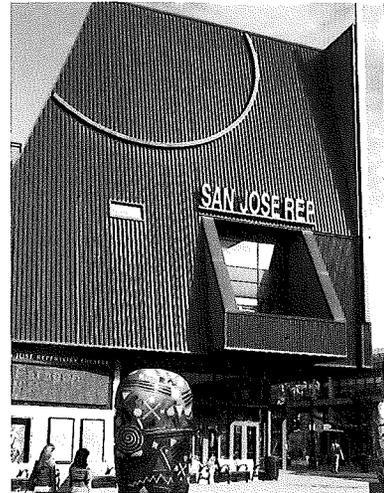
To address potential land use interface concerns, the proposed ordinance would constrain PES based on their proximity to residences through a minimum setback requirement (150 feet), restrictions on hours of operation (6:00 a.m. to 10:00 p.m.) in the Residential Zoning Districts and limitations upon the size of PES (maximum of 50 square feet) in mixed-use projects in the Downtown and Urban Mixed Use Sign Zones.

Table 1. Programmable Electronic Signs (PES) – Proposed Regulations for Assembly Uses

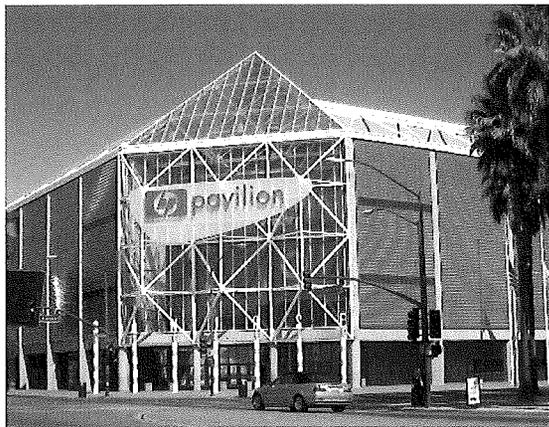
Type of Facility	# Allowed PES Signs	Setback from Nearest Residential Property Line (linear ft.)	PES % of the Allowable Signage	Maximum PES Sign Area	Maximum Height (ft.)		Operational Requirements
					Free-Standing	Attached	
Downtown Sign Zone							
Small Assembly Space 500-15,000 persons, or Outdoor Assembly 500-15,000 permanent fixed seats	1	Less than 100	75%	50	25	30	S 23.02.905
		Greater than 100	75%	250	25	30	S 23.02.905
Large Assembly Space 15,000+ persons or Outdoor Assembly Space 15,000+ permanent fixed seats	2	Less than 100	75%	50	50	50	S 23.02.905
		Greater than 100	75%	250	50	50	S 23.02.905
Commercial and Industrial Zoning Districts							
Small Assembly Space 500-15,000 persons or an Outdoor Assembly Space 500-15,000 permanent fixed seats	0	Less than 150	No PES	No PES	N/A	N/A	N/A
	1	Greater than 150	75%	90	Area+4	30	S 23.02.905
Large Assembly Space 15,000+ persons or Outdoor Assembly Space 15,000+ permanent fixed seats	0	Less than 150	No PES	No Sign	N/A	N/A	S 23.02.905
	2	Greater than 150	75%	90	50	50	S 23.02.905
Urban Mixed Use Sign Zone							
Small Assembly Space (500-15,000)	1	Less than 100	75%	50	25	30	S 23.02.905
		100+	75%	100	25	30	S 23.02.905
Non-Residential Properties in Residential Zoning Districts							
Small Assembly Space 500-15,000 persons	1	150+	75%	25	4 within front setback; 10 outside front setback	12	Turn off sign 10 pm to 6 am S 23.02.905

Assembly Uses – Maximum Occupancy 500 to 15,000 Persons

The proposed regulations allow one attached or freestanding sign that would otherwise be allowed for the Assembly Space, to include a Programmable Electronic Sign (PES). As summarized in Table 1, the allowable size, height and setback requirements are structured to reflect the character of the area in which the signs are located. The largest PES are allowed within the Downtown Sign Zone (up to 250 square feet) while smaller PES are allowed in the Commercial and Industrial Zoning Districts (up to 90 square feet) outside of Downtown and in the Urban Mixed Use Sign Zone (up to 50 square feet if the sign is less than 100 feet from a residential property and up to 100 square feet if the sign is setback more than 100 feet from a residential property) and in the Residential Zoning Districts (up to 25 square feet).



Assembly Uses – Maximum Occupancy Over 15,000



The proposed ordinance includes regulations for Programmable Electronic Signs (PES) for very large Assembly Spaces with more than 15,000 maximum occupancy (for buildings) or more than 15,000 permanent fixed seats (for outdoor facilities). There are no existing private facilities of this size in San José to which the proposed ordinance would apply; however, a future soccer stadium is anticipated to include more than 15,000 seats and such a development would be subject to the proposed regulations.

The draft regulations allow each Assembly Space that meets this minimum size requirement to display up to two Programmable Electronic Signs. In the Commercial and Industrial Zoning Districts, the allowed area of each sign is proposed to be 1.0 square foot per linear foot of occupancy frontage and 1.0 square foot per 5 linear foot of street frontage. The PES must be located at least 150 feet from a residence.

Historic Buildings

A number of the Assembly Spaces in the Downtown Sign Zone that qualify for large Programmable Electronic Signs are historic buildings. The proposed ordinance also includes the following requirements for signs attached to an historic building or structure¹ to ensure that PES and other signs do not negatively impact the historic resource:

¹ A building or structure listed as an historic resource on the City's Historic Resources Inventory

- 1) Signs shall be attached in a manner that does not irreversibly damage the building surface in a visible location.
- 2) Signs shall not cover or obscure from view a character-defining architectural feature of the historic building.

These provisions ensure appropriate consideration of the method of attachment and the location of the sign without unduly restricting the display of signage on historic buildings.

5) Skyline Signs for Residential and Mixed-Use Buildings



The Sign Code currently allows Skyline Signs citywide only on non-residential buildings that meet specific height, size, location, and operational requirements. Typically Skyline Signs are allowed on buildings with a minimum height of 80 feet.

In 2010 the Council directed staff to allow Skyline Signs on multi-story residential buildings in the Downtown. Subsequently, through adoption of the Envision San José 2040 General Plan, the City has formally identified other areas throughout the City in which it is appropriate to build higher-density, mixed-use development. Following this direction, the proposed Sign Code amendment would potentially allow Skyline Signs on residential and mixed-use residential buildings city wide, allowing one Skyline Sign for buildings of 140 feet or greater in height with a maximum sign area of 250 square feet. As proposed, the sign may not be mounted on the exterior of or illuminate that portion of the building façade that contains residential living units.

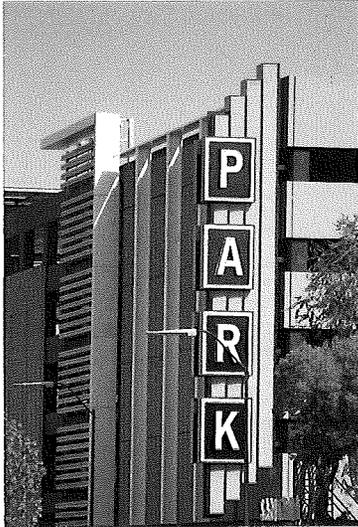
6) Arcade Signs

Arcade Signs are currently allowed in the Downtown Sign Zone and in the Commercial and Industrial Zoning Districts citywide. The proposed ordinance adds provisions allowing Arcade Signs in the Urban Mixed Use Sign Zone to be consistent with other areas of the city that support commercial development.



7) Vertical Projecting Signs

Vertical Projecting Signs allow greater flexibility for placement of signs on a tall building; allowing them to extend lower and higher on the face of the building subject to current overall sign area limitations. These signs are effective as both pedestrian and vehicle oriented signage and are more appropriate for the taller buildings now being constructed in many areas of San José. The current Sign Ordinance allows Vertical Projecting Signs only in the Downtown Sign Zone.



Consistent with the Envision San José 2040 General Plan goals of supporting intensified commercial activity at other locations throughout the City, the proposed ordinance would allow Vertical Projecting Signs in the Commercial and Industrial Zoning Districts on buildings 50 feet or more in height subject to regulations similar to those in the Downtown Sign Zone.

8) Public Parking Garage Signs

The proposed ordinance would update regulations within the Downtown Sign Zone that allow additional wayfinding signage for public parking spaces and expand those provisions to apply to other Commercial and Industrial Districts Citywide. The Sign Code currently allows within the Downtown one additional sign of up to 100 square feet for a parking garage with 500 or more public parking spaces subject to specific requirements. The proposed ordinance would allow this additional sign within the Downtown and Citywide in Commercial and Industrial Districts on public parking garages with 200 or more parking spaces



9) Signs in Residential Zoning Districts



The current Sign Ordinance allows one attached or freestanding sign on a parcel developed with a nonresidential use in a Residential Zoning District. The size of such signs is limited to one square foot of sign area per eight linear feet of street frontage, up to a maximum of 32 square feet. The proposed ordinance would allow one freestanding sign and one attached sign on a parcel that has a street frontage of 200 linear feet, with the aggregate signage area limited to one square foot of sign area per eight linear feet of street frontage and a maximum of 32 square feet for each sign. This modification would more closely tie the allowed signage to the size of a parcel as measured by the length of its street frontage.

10) Non-illuminated Skyline and Roof Signs near Rivers and Creeks.

The Sign Code currently prohibits the placement of Skyline Signs within 1,000 feet of a river or creek. This prohibition was established based on aesthetic considerations in line with the character of San José at the time the ordinance was adopted. The Sign Code does not include prohibitions on other types of signage along riparian corridors. The current sign code provisions (23.04.020 Attached Signs) state:

Skyline or roof signs located on buildings within one thousand feet of a river or creek shall not directly face that river or creek unless no part of the skyline or roof sign and its supporting hardware would be visible from that river or creek.

As the City continues to urbanize, allowing Skyline Signs visible from a river or creek will be less of an aesthetic concern. Accordingly, staff is exploring potential amendments to the Sign Code that would remove this prohibition. The City's Riparian Corridor Policy Study guidelines state that to minimize potential impacts to riparian habitats, that lighting located adjacent to riparian areas should be as low as feasible and directed downward with light sources not visible from riparian areas. (This provision does not apply to the Downtown Sign Zone and does not include other types of attached or detached signs.) Because signs are a potential light source, further environmental analysis is warranted before this prohibition is removed from the Sign Code.

Therefore, as an interim step, the proposed amendment to the Sign Code would remove this prohibition for non-illuminated Skyline or Roof Signs that are directly facing and visible from the river or creek while staff conducts further analysis of any potential concerns with removing the prohibition all together.

11) Relocation of Historic Signs.

The current sign regulations allow the Director to approve the relocation of Historic Signs² not otherwise allowed under the Sign Ordinance to any building or other structure that has been listed as an historic resource on City's Historic Resources Inventory when that Historic Sign is a contributing feature to that historic building or structure. The proposed ordinance would expand this provision to allow the relocation of an Historic Sign to non-historic buildings, following a finding by the Director that the relocation preserves an important historic resource and that it is consistent with the a Secretary of the Interior Standards. As proposed, relocated Historic Sign would not reduce the otherwise allowed signage area for the receiving site. This amendment would significantly increase the pool of buildings eligible to accommodate a Historic Sign, thereby enhancing the City's ability to preserve these historic resources.

² "Historic Sign" means a sign that is listed as an historic resource on the Historic Resources Inventory of City or is a contributing feature to a building or structure that is listed as an historic resource on the Historic Resources Inventory of City pursuant to Chapter 13.48 of Title 13 of this Code.

12) Other Modifications

The proposed ordinance also includes a small number of non-substantive changes to the Sign Code including the elimination of inconsistent terminology and the correction of typographical errors.

EVALUATION AND FOLLOW-UP

Staff will return to the City Council in the fall of 2012 with additional revisions to the Sign Ordinance (Phase 4) consistent with prior direction for the Preferred Sign Code Update Strategy. The remaining issues to be addressed are listed in Attachment A: *Council Direction Regarding the Preferred Strategy for the Sign Code Update*.

POLICY ALTERNATIVES

The City Council considered a comprehensive alternatives analysis prior to providing direction on the Preferred Sign Code Update Preferred Strategy. The proposed ordinance includes alternatives which the Council included in the Preferred Strategy.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach.

Although the proposed ordinance does not meet any of the above criteria, public outreach for this proposal conforms to the Public Outreach Policy. A notice of the public hearing for this ordinance was emailed to a list of community groups, other organizations, business interests, sign industry representatives and interested individuals, and was posted on the City's website.

A community meeting to discuss the proposed amendment is scheduled for June 4, 2012. Prior public outreach for the Sign Code Update included a total of eight community meetings; 15 focus group/stakeholder meetings; meetings with five Strong Neighborhood Initiative Groups, with representatives of the outdoor advertising industry and with the Chamber of Commerce; and

HONORABLE MAYOR AND CITY COUNCIL

May 21, 2012

Subject: Proposed Amendment of the Sign Ordinance

Page 13

an Internet Visual Preference Survey of San José residents. In addition, staff has discussed specific issues regarding the proposed ordinance with numerous individuals and development representatives to obtain input regarding specific regulations. This staff report and attachments are available for review on the City's website.

COORDINATION

This report and the proposed ordinance were coordinated with the City Attorney's Office.

FISCAL/POLICY ALIGNMENT

This project is consistent with applicable General Plan Urban Design policies that promote vibrant urban development.

CEQA

Negative Declaration, File No. PP10-111 and Addendum thereof, PP12-041

/s/

JOSEPH HORWEDEL, DIRECTOR

Planning, Building and Code Enforcement

For questions please contact Rich Buikema, Senior Planner, at 408-535-7835.

Attachments:

- Attachment A - Council Direction Regarding the Preferred Strategy for the Sign Code Update

ATTACHMENT A

Council Direction Regarding the Preferred Strategy for the Sign Code Update

Table A-1. Key Signage Issues
1. Billboards
<ul style="list-style-type: none">• Retain the existing billboard ban.• Explore revisions to current regulations for the relocation of existing legal non-conforming billboards to ensure that they allow for and encourage relocation of billboards from residential areas to more appropriate commercial locations.• Explore measures to ensure better maintenance of existing billboards.
2. Freeway Signs
<ul style="list-style-type: none">• Allow freeway signs for shopping centers of 15 acres or more in size that are located within 200 feet of a freeway.• Eliminate existing restriction on signs facing freeways.• Revise the recommended height limit of 60 feet to ensure that the height regulations take into consideration the elevation of the adjacent freeway.• Allow a maximum sign area of 400 square feet. Allow a digital sign component to comprise up to 60% of the total sign area.• Develop regulations to address traffic safety and compatibility with sensitive uses.• Allow on-site or non-commercial messages only.• Explore the ability to have off-site messages for nearby large businesses.• Explore alternatives for a design review process with a community meeting for freeway signs that exceed the height and area parameters.
3. Programmable Electronic Signs
Programmable Electronic Signs for Large Ground-Floor Spaces in the Downtown
<ul style="list-style-type: none">• Allow one attached digital sign component for each ground floor occupancy frontage of 100+ linear feet (to a maximum of two signs); or one attached sign for any ground floor occupancy with a total frontage of 150+ linear feet on two or more streets. Allow the area of the digital sign component to be up to 50 square feet and up to 50% of the total sign area. Allow on-site or non-commercial messages only. Develop parameters to address driver distraction and sensitive uses. Provide a sign exception that allows the digital sign component to exceed 50% of the total sign area if the sign achieves specific criteria intended to reflect a high quality of design. Include a presumption that the exception should not be granted to emphasize the importance of the criteria.

Programmable Electronic Signs for Assembly Uses

- Allow digital signs for assembly uses with a maximum building occupancy of 500 or more. Link sign area to size of assembly use. Develop regulations to address traffic safety and compatibility with sensitive uses. Allow on-site or non-commercial messages only.
- Explore options for allowing off-site messages for very large assembly uses.

Programmable Electronic Signs for Specific Commercial Areas (Stevens Creek Boulevard Signage Area, Capitol Expressway Auto Mall Signage Area, Proposed Blossom Hill Road Signage Area)

- Establish a 3-year pilot program to allow digital sign components on freestanding signs within a subarea of the Stevens Creek Boulevard Signage Area. Allow one sign per each parcel with a frontage of 300 feet or more on Stevens Creek Boulevard or a parcel size of 5 acres or more. Allow digital sign component to comprise up to 60% of the total area of a sign. Allow on-site or non-commercial messages only. Develop regulations to address traffic safety and compatibility with sensitive uses.
- Continue to explore provisions for digital signs in the Capitol Expressway Auto Mall Signage Area, the proposed Blossom Hill Signage Area, along Capitol Corridor near Eastridge and in other appropriate commercial areas.

4. Supergraphic Signs

Supergraphic Signs in the Downtown Sign Zone

- Supergraphic Signs On Blank Walls. Allow supergraphic signs on the blank walls of buildings (not covering windows or doors) in the Downtown Sign Zone subject to a maximum sign area of 5,000 square feet. Consider increasing the proposed number of signs allowed at any one time to something greater than the 5-sign maximum proposed by staff, and consider a longer sign display period than the proposed 60-day maximum. Exempt large public assembly venues from the limitations on the number and duration of signs. Limit signs to on-site or non-commercial messages only. Within 24 months of the effective date of the ordinance, return to the Council for reconsideration of the maximum number of signs allowed at any one time.
- Supergraphic Signs In Lieu of Skyline Signs. Allow supergraphic signs on buildings in the Downtown Sign Zone that are less than 75% occupied in lieu of allowed skyline signs. Allow such signs to cover windows of unoccupied building space (provided the windows are located above the 50-foot fire rescue height) and limit signs to on-site or non-commercial messages. Reduce the minimum building height required to qualify for such a supergraphic sign to something less than the 15 stories proposed by staff.

Supergraphic Signs in North San Jose and Edenvale and the Airport Sign Zone

- Explore regulations allowing large, temporary banner/supergraphic signs limited to on-site or non-commercial messages in the North San Jose and Edenvale Industrial areas and in the Airport Sign Zone.

Table A-2. Other Amendments Applicable to the Downtown Sign Zone

- Allow flat-mounted attached signs on buildings adjacent to a freeway to be display higher than 30 feet above grade.
- Identify additional provisions for temporary signage to accommodate art or other temporary displays.
- Explore creation of a San Pedro Square Sign zone with regulations that reflect the area's unique character.
- Retain current sign area regulations: 2.5 sq. ft. per linear ft. of occupancy frontage. (Skyline signs, roof signs and marquees are allowed in addition to this signage.)
- Allow fin signs to project above the top of a building. Allow vertical projecting signs to extend higher and lower on a building (between 15 ft. and 70 ft. above grade) and allow to project above the top of a building.
- Allow small animated sign components as part of a larger sign.
- Allow "architectural roof signs" as an integral element of the design of a 1 or 2 story building.
- Make the Downtown Sign Zone coterminous with the Downtown Core Area.

Table A-3. Other Amendments Applicable to Specific Areas or Citywide

- Allow skyline signs or roof signs on buildings 80 feet or more in height. Allow skyline signs on buildings 50 feet or more in height.
- Increase the allowed area of fin signs from 10 ft. to 20 ft. Increase the maximum display height from 12 ft. to 20 ft. and eliminate requirement that fin signs be located near an entrance.
- Allow large parcels to integrate signage with architectural landscape features such as a wall or fountain.
- Allow greater flexibility in the number of signs allow for a multi-tenant occupancy.
- Allow greater flexibility for relocating attached historic signs.
- Eliminate restrictions on skyline or roof signs visible from a park or creek.
- Staff was directed to return with provisions to allow temporary A-frame signs on public sidewalks in all Neighborhood Business Districts and with a mechanism to more proactively enforce regulations for temporary signs.